



CANADIAN  
WOMEN & SPORT



# SHE'S GOT IT ALL: COMPETITIVENESS, PERSEVERANCE, AND ALMOST NO-ONE WATCHING HER PLAY.



Media coverage largely ignores women's sports, with as little as 4% of national coverage featuring women.\* Increasing media exposure in high-level women's sports at the national, provincial, and community level will inspire athletes to value and take pride in their achievement, and will help keep women in the game.

Let's change the game at [yourrole.womenandsport.ca](http://yourrole.womenandsport.ca)

\*Fuelling Women Champions, 2016

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